

REMARKS

The Office Action dated December 14, 2004, has been received and carefully noted. The amendments made herein and the following remarks are submitted as a full and complete response thereto.

Claims 1, 9-14 and 17-20 have been amended. Applicant submits that the amendments made herein are fully supported in the specification and the drawings as originally filed, and therefore no new matter has been added. Accordingly, claims 1-6, 9-15 and 17-20 are pending in the present application and are respectfully submitted for consideration.

Allowable Subject Matter

As a preliminary matter, Applicant appreciates the indication of allowable subject matter in the phrase "direct mail open acknowledge request option" as disclosed on page 4, lines 1-7 of the present application. As such, Applicant has amended claims 1, 9-14 and 17-20 to include the allowable subject matter therein. Hence, claims 1, 9-14 and 17-20 are allowable.

Claims 1-6, 9-15 and 17-20 Recite Patentable Subject Matter

Claims 1-20 were rejected under 35 U.S.C. § 102(b) as being anticipated by Scroggie et al. (U.S. Patent No. 5,970,469, hereinafter "Scroggie").

As a preliminary matter, claims 7, 8 and 16 were canceled in the response filed August 13, 2004, and thus only claims 1-6, 9-15 and 17-20 are currently pending in the present application.

The Examiner admitted that Scroggie does not teach or suggest use of a “direct mail open acknowledge request option” and suggested adding this limitation to the claims in place of “obtaining a determined result” to overcome the instant rejection.

Applicant has amended claims 1, 9-14 and 17-20 in accordance with the Examiner’s suggestion. Accordingly, it is submitted that these claims are now allowable. In addition, as claims 2-6 depend from claim 1 and claim 15 depends from claim 11, these dependent claims should also be allowed.

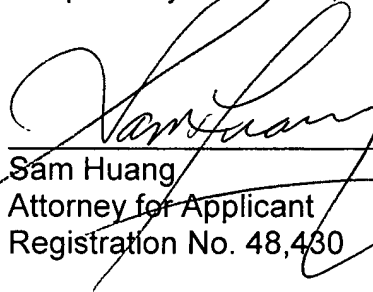
Conclusion

In view of the above, Applicant respectfully submits that each of claims 1-6, 9-15 and 17-20 recites subject matter that is neither disclosed nor suggested in the cited prior art. Applicant also submits that this subject matter is more than sufficient to render the claims non-obvious to a person of ordinary skill in the art, and therefore, respectfully requests that claims 1-6, 9-15 and 17-20 be found allowable and that this application be passed to issue.

If for any reason, the Examiner determines that the application is not now in condition for allowance, it is respectfully requested that the Examiner contact the Applicant’s undersigned attorney at the indicated telephone number to arrange for an interview to expedite the disposition of this application.

In the event this paper has not been timely filed, the Applicant respectfully petitions for an appropriate extension of time. Any fees for such an extension, together with any additional fees that may be due with respect to this paper, may be charged to counsel's Deposit Account No. 01-2300, **referencing docket number 101229-00000**.

Respectfully submitted,



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